June 13, 2003

TO: McDonald's USA QSC VPs

FROM: Bob Marshall, Vice President, U.S. Operations

RE: **Sandwich Build for Double Cheeseburger and Double Quarter Pounder w/Cheese**

As introduced by Jeff Stratton, Chief Restaurant Officer, on the Taste of Quality MCN Broadcast, we will be returning to the original sandwich build for the Double Cheeseburger and the Double Quarter Pounder w/Cheese.

Several years ago, as part of our efforts to simplify restaurant and production procedures, we changed the sandwich build from cheese-meat-cheese-meat to cheese-meat-meat-cheese. While our goal of simplifying production was achieved, we found that the build change ultimately resulted in an end product that did not deliver the Gold Standard to our customers in terms of the overall sandwich taste and quality.

Therefore, we are asking all restaurants to return to the original build of cheese-meat-cheese-meat, which will further our Taste of Quality initiatives for two of our Premium Sandwiches.

New build procedures for the Double Cheeseburger are shown on the next page. Cheese placement procedures for Double Quarter Pounder w/Cheese will be identical to Double Cheeseburger. We will continue to evaluate this placement in the lab in the coming weeks and, based on our research and Field feedback, we will re-hit the build change and prepline cheese placement in the next NABIT seed store training in August.

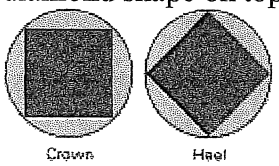
I ask for your support in communicating this new build to all of the restaurant managers in your region so that they can inform their crew and implement the change by June 30. Also attached is the new product build-to sheet that you can provide your restaurants. The new build will also be communicated to the Core NABIT Leaders in each Division and in the August issue of *Manager's News.*

Thank you for your support in communicating this change and in helping your Regions and your restaurants bring to life the Taste of Quality for your customers.

Please contact me at ext. 3186 should you have any questions.

How to assemble Double Cheeseburgers

1. Pull toasted buns on a wrap from initiator
Position the buns in front of the ketchup and mustard dispensers. Make sure the heel is facing toward the HLZ.
2. Add 1 shot of mustard
Hold the mustard dispenser 1 inch (2.5 centimeters) above the center of the crown and press the lever straight down to dispense $^1/_8$ teaspoon (0.6 milliliter) of mustard onto the crown of the bun.
3. Add 1 shot of ketchup
Hold the ketchup dispenser 1 inch (2.5 centimeters) above the mustard. Press the lever straight down to dispense $^1/_3$ fluid ounce (10 milliliters) of ketchup.
4. Add reconstituted onions
Place $^1/_8$ ounce (3.5 grams) of reconstituted onions on the ketchup.
5. Add 2 pickle slices
Center 2 pickle slices on top of the onions. The pickles should not overlap or touch one another. If your pickle slices are small, use 3 slices.
6. Add 2 slices of tempered cheese
Center 1 slice of tempered cheese on top of the pickles. Place the second slice of cheese in a diamond shape on top of the heel.



Place the first slice of cheese squarely on top of the crown. Place the second slice in a diamond shape on top of the heel.
7. Add 2 10:1 beef patties
Pull the wrap with the dressed buns down to the UHC. Use the black Hutzler spatula or tongs to place 2 beef patties on the bun crown. Be sure to follow first-in, first-out rotation of product by selecting a patty from the 10:1 UHC tray that displays the brightest holding time. The brightest time indicates that the product in the tray has the least amount of holding time left and should be used first.
8. Place cheese between beef patties and heel on top of dressed crown
Use the black Hutzler spatula or tongs to lift the top beef patty up while transferring the cheese slice from the heel to between the two beef patties making sure that the second cheese slice remains in a diamond shape on top of the bottom meat patty. Place the heel on top of the completed sandwich. Make sure the sandwich is assembled neatly and looks appealing. This is the last quality control check before the sandwich is wrapped. If it's not right, don't serve it.
9. Wrap and slide sandwich into HLZ with crown-side-up